



STATE OF INDIANA

MITCHELL E. DANIELS, JR., Governor

DEPARTMENT OF ADMINISTRATION

Procurement Division

402 W Washington Street, Room W468

Indianapolis, Indiana 46204

317 / 232-3053

Award Recommendation Letter

Date: September 19, 2011

To: Nicole Kenney, Deputy Commissioner of Procurement
Indiana Department of Administration *NK*

From: Kyle McClurg, Strategic Sourcing Analyst

Subject: Recommendation of Selection for RFP 11-69
Healthcare Leadership Conference Planning

Estimated Two (2) Year Contract Expenditures: \$406,109.76

Based on the assessment of the Indiana Department of Administration (IDOA) and the Indiana State Department of Health (ISDH) evaluation team, **Brookshire Management, Inc., DBA Travel Leaders Indianapolis** is recommended to enter contract negotiations to provide Healthcare Leadership Conference Planning for ISDH. Terms of this recommendation are included in this letter.

The evaluation team received proposals from eight (8) Respondents:

- Meeting Services Unlimited, Inc.
- Paragon Events, Inc.
- Professional Conventions and Meetings, Inc. (ProCam)
- Sharon Brown Events LLC
- Tina Mahern Events LLC
- Brookshire Management, Inc. DBA Travel Leaders Indianapolis
- Trilegion, Inc.
- Windward International Corporation

The proposals were evaluated by ISDH and IDOA according to the following criteria established within the RFP:

- Adherence to Requirements (Pass/Fail)
- Management Assessment/Quality (35 points)
- Cost Proposal (20 points)
- Indiana Economic Impact (15 points)
- Buy Indiana (10 points)
- Minority-Owned Business Participation (10 points)
- Woman-Owned Business Participation (10 points)

The proposals were evaluated according to the process outlined in section 3.2 ("Evaluation Criteria") of the RFP.

Scoring was completed as follows:

A. Adherence to Requirements

Each proposal was reviewed for adherence to mandatory requirements. Each Respondent's proposal was found to have complied with the mandatory requirements and was then evaluated based on the merits of its business proposal, technical proposal, and cost proposal.

B. Management Assessment/Quality

Business Proposal

For the business proposal evaluation, the team considered each Respondent's information provided within the business proposal. These areas were reviewed to assess each Respondent's ability to serve the state.

Technical Proposal

For the technical proposal evaluation, the team assessed each Respondent's proposal on the following topics/criteria:

- Experience providing services for large conferences.
- Ability to contract with the Indiana Convention Center in Indianapolis, Indiana for the necessary space and services for a large conference.
- Ability to establish and operate a web-based registration system.
- Ability to collect and distribute the registration fees.
- Ability to provide for the design, printing, assembling, and distribution of "Save the Date" cards, registration brochures, conference hand-outs, posters, signs, badges, and banners.
- Ability to make all on-site and audio-visual arrangements for speakers and any exhibitors recruited and approved by the ISDH.
- Ability to organize the process of check-ins for the attendees when they arrive at the conference.
- Ability to implement an effective on-site management plan for the day of the conference.
- Ability to arrange for lunch and all snack breaks.
- Ability to implement an effective plan for collecting participant evaluations of the conference.

The evaluation team's scores were based on a review of each Respondent's proposed approach to each element of the Technical Proposal section of the RFP, and a review of Respondent responses to requests for clarification(s).

Results of the management assessment/quality evaluation are shown below:

Table 1: Management Assessment/Quality Scores

RESPONDENT	MAQ SCORE (35 Max)
Meeting Services Unlimited, Inc.	35.00
Paragon Events, Inc.	25.60
ProCam	31.00
Sharon Brown Events LLC	34.00
Tina Mahern Events LLC	32.30
Travel Leaders Indianapolis	31.80
Trilegion, Inc.	25.70
Windward International Corp.	30.30

During business and technical proposal evaluation, the evaluation team observed the following regarding each Respondent:

Meeting Services Unlimited, Inc.

Meeting Services Unlimited scored 35.00 points out of the possible 35 qualitative points. The Respondent has extensive experience providing services for large conferences. It has also proven through its proposal that it can work well with the Indiana Convention Center and its associated vendors. In addition, the Respondent has proposed a simple, effective on-site management plan for the day of the conference. Lastly, its proposal also exhibits a strong understanding of the participant evaluation process and the particular audience of the conference.

Paragon Events, Inc.

Paragon scored 25.60 points out of the possible 35 qualitative points. The Respondent has experience providing services for large conferences, but its proposal did not detail its experience with the Indiana Convention Center. The Respondent also proposed the use of a food vendor that is different than the vendor utilized by the Indiana Convention Center, which would not be possible. Finally, the Respondent has described an on-site management plan for the day of the conference that involves a surplus of on-site managers, which the ISDH believes could create confusion.

ProCam

ProCam scored 31.00 points out of the possible 35 qualitative points. The Respondent has extensive experience providing services for large conferences. It has also proven through its proposal that it can work well with the Indiana Convention Center and its associated vendors. However, the Respondent has provided an on-site management plan that features more on-site managers than the ISDH would prefer. In addition, the ISDH would have liked to see more detailed information regarding the design and the "Save the Date" card and conference brochures.

Sharon Brown Events LLC

Sharon Brown Events scored 34.00 points out of the possible 35 qualitative points. The Respondent has experience providing services for large conferences. In addition, the Respondent's proposal also exhibits a strong understanding of the participant evaluation process. However, its proposal did not detail its experience with the Indiana Convention Center, and it has provided an on-site management plan that features more on-site managers than the ISDH would prefer to have on the day of the conference.

Tina Mahern Events LLC

Tina Mahern Events scored 32.30 points out of the possible 35 qualitative points. The Respondent has extensive experience providing services for large conferences. It has also proven through its proposal that it can work well with the Indiana Convention Center. However, the Respondent has provided an on-site management plan that features more on-site managers than the ISDH would prefer to have on the day of the conference. In addition, the ISDH would have preferred that the Respondent's plan for the registration process involved regular updates to the ISDH.

Travel Leaders Indianapolis

Travel Leaders scored 31.80 points out of the possible 35 qualitative points. The Respondent has extensive experience providing services for large conferences, and has proven through its proposal that it can work well with the Indiana Convention Center and its vendors. In addition, the Respondent's proposal also exhibits a strong understanding of the participant evaluation process. However, the proposal provided did not mention how attendee check-in and audio-visual arrangements would be handled.

Trilegion

Trilegion scored 25.70 points out of the possible 35 qualitative points. The Respondent has experience providing services for large conferences, and has proven through its proposal that it can work with the Indiana Convention Center and its vendors. However, the Respondent's proposal cuts off registration two (2) weeks prior to the event and collects participant evaluations via email, both of which the ISDH believes are impractical for the conference audience. In addition, the Respondent has suggested an on-site management plan that features more on-site managers than the ISDH would prefer to have on the day of the conference.

Windward International Corp.

Windward International scored 30.30 points out of the possible 35 qualitative points. The Respondent has proposed an effective on-site management plan for the day of the conference. In addition, the Respondent has a satisfactory proposal regarding the registration process. However, the Respondent has not indicated that it has ever contracted with the Indiana Convention Center.

C. Cost Proposal

The Cost Proposal evaluation methodology was finalized before any proposals were received, and is detailed below:

- Respondents who meet the state's baseline cost will receive zero (0) cost points.
- Respondents who propose a decrease to the state's baseline cost will receive positive points at the same rate as bid increasing cost.

- Respondents who propose an increase to the state's baseline cost will receive negative points at the same rate as bid lowering cost.
- Respondents who propose a 10% decrease to the state's baseline cost will receive all of the available cost points.
- If multiple Respondents decrease costs below 10% of the baseline, an additional 5 points will be added to the Respondent proposing the lowest cost to the state.

All Respondents were offered the opportunity to offer a more competitive cost proposal during a round of target pricing. The cost score tables below reflect the scoring of the final cost proposals submitted. Every Respondent submitted cost proposals that were more than 10% below the baseline cost. Trilegion has been given an extra five (5) points for having the lowest cost proposal.

Table 2: Final Cost Scores

RESPONDENT	COST SCORE (-20 to +20)
Meeting Services Unlimited, Inc.	20.00
Paragon Events, Inc.	20.00
ProCam	20.00
Sharon Brown Events LLC	20.00
Tina Mahern Events LLC	20.00
Travel Leaders Indianapolis	20.00
Trilegion, Inc.	25.00
Windward International Corp.	20.00

D. IDOA Scoring

IDOA provided support to the evaluation team by scoring the Respondents in the following areas: Buy Indiana (10 points), Indiana Economic Impact (15 points), Minority Business Subcontractor Commitment (10 points), and Women's Business Subcontractor Commitment (10 points). This scoring was based on the process outlined in the RFP package.

When necessary, clarifications were requested from respondents regarding forms submitted for the Indiana Economic Impact and Minority and Women's Business Subcontractor Commitments.

The final scores are as follows:

Table 4: Final Overall Evaluation Scores


RESPONDENT	MAQ SCORE (35 max)	COST SCORE (20 max)	Buy Indiana (10 max)	IEI (15 max)	MBE (10 max)	WBE (10 max)	TOTAL SCORE
Meeting Services Unlimited, Inc.	35.00	20.00	10.00	8.45	6.30	3.80	83.55
Paragon Events, Inc.	25.60	20.00	0.00	2.57	1.30	-1.00	48.47
ProCam	31.00	20.00	10.00	6.86	10.00	10.00	87.86
Sharon Brown Events LLC	34.00	20.00	10.00	7.07	11.00	3.80	85.87
Tina Mahern Events LLC	32.30	20.00	10.00	6.34	10.00	11.00	89.64
Travel Leaders Indianapolis	31.80	20.00	10.00	11.79	10.00	10.00	93.59
Trilegion, Inc.	25.70	25.00	10.00	6.00	10.00	-1.00	75.70
Windward International Corp.	30.30	20.00	10.00	15.00	10.00	6.30	91.60


Award Summary

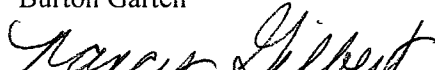
During the course of evaluation, the State scrutinized all proposals to determine the viability of the proposed business solutions to meet the goals of the program and to meet the needs of the state. The team evaluated proposals based on the stipulated criteria outlined in the RFP document.

The contract will be for a period of two (2) years. At the discretion of the State, there may be two (2) one (1) year renewals. In no event shall the term exceed a total of four (4) years.

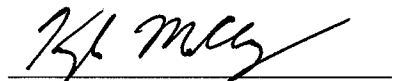
Signed By:


Gina Berkshire


Burton Garten


Nancy Gilbert

Representatives of the RFP 11-69 Evaluation Team


Kyle McClurg
Indiana Department of Administration

